

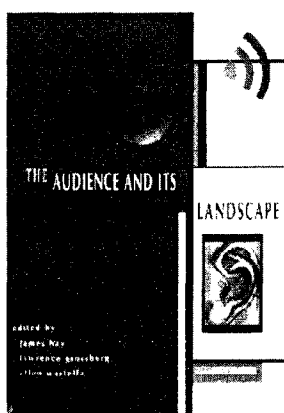
New in the library

The following books have been selected from the range of new additions. These notes are indicative of a book's subject matter, but are not intended as critical comment or review. The ABA invites the public to use the Library for research purposes, by appointment. The Library's email address is library@aba.gov.au

The audience and its landscape.

Edited by James Hay, Lawrence Grossberg and Ellen Wartella.
Boulder, Colo.: Westview Press, 1996. ISBN 0813322847

The editors hope that this collection of essays will serve to outline the contours of an historical dialogue about the subjects, traditions and context of audience study. The essays in this group have been arranged in four groups. The first concerns discussions about audience study's relation to intellectual and research conditions, given their conver-

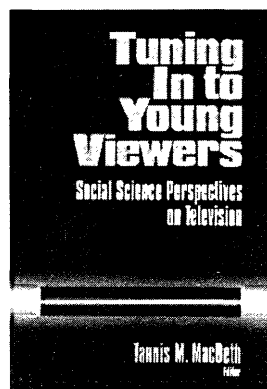


gence and realignments. The second section considers some current issues in defining audiences. Like those in the first section, these essays recognise that audience study rests on changing assumptions, but they are particularly interested in the ontology of its subjects. The third section acknowledges the conflicts among current forms of research in order to emphasise the strategic, and thus political ramifications of audience study. Essays comprising the fourth section offer some ways of thinking about audience study as a process of locating subjects, definition and politics.

Tuning in to young viewers: social science perspectives on television

Edited by Tannis M MacBeth.
Thousand Oaks, CA.: Sage Publications, 1996. ISBN 0803968250

Today, issues such as violence on television and children's dependence on television are continually debated. This volume provides an overview of the

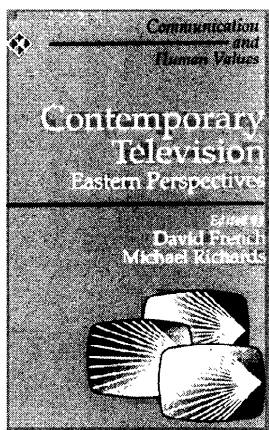


crucial topics concerning the uses and effects of television. Compiled by a group of social scientists who research the uses, content and effects of television, *Tuning in to the Young Viewers* presents overviews and analyses of the evidence and prevailing wisdom that has been developed through their own and others' research. In trying to answer questions about media effects, the writers approach the issues from a psychological, social science perspective. They are primarily interested in how people respond to television and how children and adults are affected by it. Topics discussed include diversity on television, television dependence, diagnosis and prevention, television and the socialisation of young children, children's fear and other indirect effects of television.

Contemporary television: Eastern perspectives

Edited by David French and Michael Richards. New Delhi: Sage Publications, 1996. ISBN 8170365171

Focusing on the global and local issues arising from the internationalisation of television, this volume provides an Asian reading of the emerging tensions between commercial realities and the desire to preserve cultural identities. It takes as its starting point two areas of growth - global media and media education. The contributors use the globalisation debate to point to the energetic spread of television: the growing size of audiences; ever-hungry for a wider choice of fare; and the importance of the Asian market. They also discuss the nature and importance of media education given these developments. Examining contemporary themes

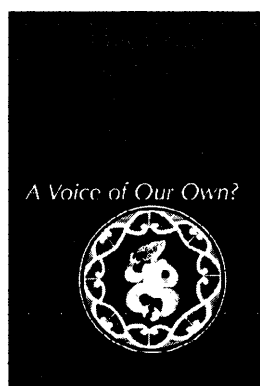


relating to television such as the charge of cultural imperialism, and the convergence of technological sophistication with free market ideologies, and also suggesting an agenda for future debates, this book is directed at scholars of communication, professional broadcasters and journalists and those concerned with the growth of television and its impact.

Electronic media and indigenous peoples: a voice of our own?

Donald R Browne. Ames: Iowa State University Press, 1996. ISBN 0813823161

Based on research in the United States, Canada, Ireland, Wales, Scandinavia, Australia and other countries, this work by Donald Browne examines many aspects of indigenous electronic media historical development, programming purposes and practices, management training, financing, publicity, political influences on indigenous media and the future for indigenous electronic media. The author discusses the obstacles indigenous peoples face in their attempt to achieve a voice of their own. These obstacles include conflicting views over

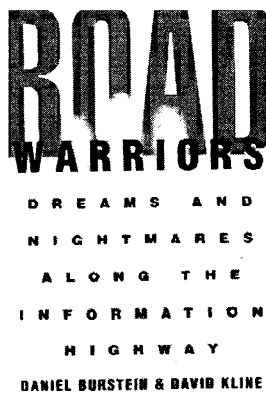


who has authority to speak for the group, what style of communication is appropriate, and what information is the private property of the group. This study also contemplates the unintentional effects that electronic media have on indigenous peoples. The media can alter their languages, challenge indigenous power structures, revise attitudes toward women, and occasionally style their communication after the majority culture media model. The author concludes by assessing what the various groups studies have in common, and what they can learn from one another.

Road warriors: dreams and nightmares along the information highway

Daniel Burstein and David Kline. New York: Dutton, 1995. ISBN 0525937269

The digital revolution will transform everyone's lives as we witness profound alterations in the way we live work, entertain and inform ourselves. Also developing are immense changes in the strategies of business, the dynamics of the marketplace, the competition between companies and between coun-



tries, the process of wealth creation, and the role of government. This book is a behind the scenes account of the battle over America's technological and economic future. It offers a vivid narrative of the personalities and strategies driving the digital revolution as it recounts corporate rivalries, scientific discoveries and social conflict of change. It attempts to analyse the real-world effects of the vast technological changes now whipping across the social and economic landscape. From marketing in cyberspace, to the future of the

Internet, to the intriguing and sometimes troubling new 'content' that will be seen on television, *Road Warriors* is a book about the information highway and all its promises and challenges.

Communication and the transformation of economics: essays in information, public policy, and political economics

Edited by Robert E Babe. Boulder, Colo.: Westview Press, 1995. ISBN 0813326729. (Critical studies in communications and in the cultural industries)

This book focuses on the centrality of information/communication to economic and ecological processes and cuts at the philosophical/ideological root of the neoconservative policy agenda currently followed by many governments. This agenda sees the pursuance of a program of globalisation/privatisation, deregulation, cutbacks to social programs and downsizing of the public sector. Countries are forming giant free trade blocs. They encourage heightened commoditization of information and knowledge. The analytical underpinning of this neoconservative/transnational corporate policy agenda is mainstream (neoclassical) economics. The essays in this collection argue that information is indivisible, subjective, shared and intangible and therefore quite unsuited to commodity treatment. The book proposes amplification and operationalisation of an economics centred on communicatory interaction, an economics infused with informational/communicatory considerations in order to progress towards a more sustainable, more just, more humane and democratic economic/communicatory order. □

